

AN ORDINANCE  
BY COUNCILMEMBER CLAIR MULLER  
AS SUBSTITUTED BY CITY UTILITIES COMMITTEE

COUNCIL DISTRICT 8

AN ORDINANCE TO AMEND CITY CODE SECTION 138-8(a)(8)  
"FLAGS, BANNERS, SIGNS AND DISPLAYS"

WHEREAS, City Utilities Committee has asked Traffic & Transportation to conduct an analysis of banner permit fee to recover the City's cost;

WHEREAS, the Traffic & Transportation division of the Department of Public Works is responsible for inspection and approval of banner permits throughout the City;

WHEREAS, the permit fee analysis reveals that Traffic & Transportation needs additional staff to approve permits and inspect banners after they have been installed;

WHEREAS, the permit fee analysis reveals that the current fee of \$100 is not adequate to offset the City's administrative costs when the request exceeds the current allowable number of 100 poles and allowable duration of 30 days;

WHEREAS, the permit fee analysis revealed that in order to break-even, the permit fee for for-profit organizations will have to be increased;

WHEREAS, the permit fee analysis revealed that in order to break-even, the permit fee for non-profit and charitable organizations will have to be increased when these organizations exceed the current allowable number of 100 poles and allowable duration of 30 days;

WHEREAS, the permit fee analysis was conducted keeping different stake holders in mind including "non-profit", "charitable" and "for-profit" organizations; and

WHEREAS, accordingly, the City desires to amend section 138-8(a)(8) of the City Code of Ordinances to increase permit fee for banners in accordance with permit fee analysis.

NOW THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, as follows:

**SECTION 1.** Section 138-8(a)(8) of the City Code of Ordinances is deleted in its entirety and replaced by the following:

(8) Permit fee

All applicants shall be assessed a permit fee of \$100.00 in addition to the following.

1. Non-profit and charitable organizations shall be assessed an additional fee of \$0.75 per day per banner if the permit is approved for more than 30 days and 100 banners

2. For-profit organizations shall be assessed an additional fee of \$1.80 per day per banner for duration of the permit

**SECTION 2.** That all ordinances and parts of ordinances in conflict herewith be and the same are hereby repealed.